

CONTRACT



WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Media Strategies & Research.
11350 Random Hills Road, Ste 670
Fairfax, VA 22030

<u>Contract / Revision</u> 843299 /		<u>Alt Order #</u>
<u>Product</u> Gregg for Governor 2012		
<u>Contract Dates</u> 10/31/12 - 11/06/12	<u>Estimate #</u> 13006	
<u>Advertiser</u> Gregg, John/D-Indiana Governor		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> Doug Roberts	<u>Sales Office</u> Louisville
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 25-64		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	WAVE	10/31/12	11/06/12	WAVE Sunrise II (5:30-6am)	530-6am		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WT---				2	\$150.00			
Week:		11/05/12	11/11/12	MT-----				2	\$150.00			
N 2	WAVE	11/02/12	11/02/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$325.00			
N 3	WAVE	11/01/12	11/06/12	NBC Today Show	7-9am		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$375.00			
Week:		11/05/12	11/11/12	MT-----				2	\$375.00			
N 4	WAVE	11/03/12	11/03/12	NBC Saturday Today Show	7-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$250.00			
N 5	WAVE	11/04/12	11/04/12	NBC Sunday Today Show	8-9am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$275.00			
N 6	WAVE	11/02/12	11/02/12	Days of Our Lives-WAVE	1-2P		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$225.00			
N 7	WAVE	10/31/12	10/31/12	4-5pm (Mon-Fri)	4-5pm		:30			NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$285.00			
N 8	WAVE	10/31/12	11/05/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W-F--				2	\$400.00			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 9	WAVE	10/31/12	11/02/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W-F--				2	\$450.00			
N 10	WAVE	11/01/12	11/05/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$600.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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Contract / Revision	Alt Order #
843299 /	

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	Gregg for Governor 2012	13006

Advertiser	Original Date / Revision
Gregg, John/D-Indiana G	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
E 11	WAVE	10/31/12	10/31/12	NBC Nightly News	NBC Nightly News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$1,000.00			
N 12	WAVE	11/01/12	11/05/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$600.00			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
N 13	WAVE	10/31/12	11/05/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$450.00			
Week:		11/05/12	11/11/12	M-----				1	\$450.00			
N 14	WAVE	11/04/12	11/04/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$380.00			
N 15	WAVE	10/31/12	10/31/12	Wednesday Hour 2	L&O SVU Wed 9-1		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$900.00			
N 16	WAVE	11/05/12	11/05/12	Late News M-F	11-1136p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 17	WAVE	11/04/12	11/04/12	LN (SU)	11p-12xm		:30			NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$360.00			
N 18	WAVE	11/02/12	11/02/12	Tonight Show	1135pm-1237xm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$170.00			
Totals											34	\$14,170.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	34	\$14,170.00	\$12,044.50
Totals	34	\$14,170.00	\$12,044.50

Signature: _____ Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WAVE-TV Louisville	Date: 10/29/2012
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I, Media Strategies and Research,

being/on behalf of: John Gregg, a legally

qualified candidate of the Democratic political

party for the office of: Governor

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 30, 2012			Tuesday, November 06, 2012		

Total Charges: \$7,290.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 29, 2012

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Nina Ballinger
Printed Name

NSA
Title